

## ACTION CARDS for CULTURAL TOURISM

The Action Cards show and inspire innovative cultural tourism practices and will be used as good examples to support the work of the pilots in the participatory development of sustainable cultural tourism strategies.

The Action Cards were selected according to eleven Heritage-based Tourism Types, corresponding to local Heritage-based resources as determined in Deliverable 1.1. in TExTOUR.

### OBJECTIVES

- Showcasing experiences from different Heritage-based Tourism Types that could enable the development of sustainable tourism strategies and actions.
- Inspiring local regions to adapt innovative cultural tourism actions to their areas based on their local Heritage resources.
- Sharing different experiences of governance models and funding systems to encourage local regions to engage in new collaborations and partnerships for developing cultural tourism actions.
- Presenting lessons learnt from the diverse cultural tourism actions in different contexts to show potentials, challenges, and possible outcomes of Heritage-based tourism.

### HERITAGE TYPES

-  Dark Heritage
-  Underwater Heritage
-  Archaeological Site
-  Industrial Heritage
-  Historic City Centre
-  Gastronomy
-  Monuments
-  Museum
-  Movable Cultural Heritage
-  Living Cultures
-  Art/Crafts, Literature and Music
-  Living Heritage (Biodiversity)
-  Natural Heritage and PA
-  Geological Heritage

### CULTURAL TOURISM TYPES

-  Dark Tourism
-  Archaeological Tourism
-  Industrial Tourism
-  City Tourism
-  Cultural Events and Creative Tourism
-  Culinary Tourism
-  Village Tourism
-  Museum Tourism
-  Pilgrimage Tourism
-  Hiking Tourism
-  Eco-tourism



China, Beichuan County



City

**HERITAGE TYPES**

Dark Heritage

**CULTURAL TOURISM TYPES**

Dark Tourism



Museum Tourism



Cultural Events and Creative Tourism

**DESCRIPTION OF ACTION**

At the Beichuan Earthquake Ruins Area, the local government aims to protect the heritage and memory of the 2008 earthquake in Beichuan County. Relics and belongings to the victims along with videos and pictures visualising the rescue and recovery stories are displayed at the museum devoted to the event. Since the disaster, the city has almost recovered economically and socially. A new town centre has been constructed while the tourism industry is flourishing with increasing numbers of tourists. The dark tourism action has been developed to include the earthquake remains, monuments and commemorative activities (e.g., the earthquake anniversary) in a way that both respects the victims and their descendants as well as today's inhabitants.

**ACTORS INVOLVED AND GOVERNANCE MODEL**

Shortly after the earthquake in 2008, the local government protected some of the earthquake relics and established commemorative facilities. There was no stakeholder involvement nor participatory processes.

**FINANCIAL RESOURCES**

Financed by the local government.

**LESSONS LEARNT**

The city has now become a famous site (1 million visitors/year) in China for natural disaster memorial and prevention, and risk mitigation education, attracting thousands of visitors every year. Dark tourism showed to be an efficient strategy to recover economically and socially from the disaster. Although there was no stakeholder involvement in the establishment process, Citizens who financially gained from tourism were happy with the development while others less so. This suggests that stakeholder engagement during the establishment of a dark tourism strategy can be vital to ensure residents' approach.

IMAGE

Author: Ping Lin

Source: <https://web.archive.org/web/20161102222305/>

<http://www.panoramio.com/photo/126746266>



Romania, Sapanta Village  
Maramures



Village

### HERITAGE TYPES



Dark Heritage



Living Cultures



Museum



Archaeological Heritage

### CULTURAL TOURISM TYPES



Dark Tourism



Museum Tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

This action uses a still operational local cemetery as an open-air museum to attract both tourist and inhabitants. The Merry Cemetery is a unique burial ground where the life of the village's community is presented through epigraphs in local dialect on brightly coloured bas-relief gravestones. Most of the gravestones are painted in a characteristic Săpânța blue that gives the site a striking view. The carved epigraphs tell the deceased's life, such as the life of the shepherd, forester, or a craftswoman with humour and wit. Locally, several actions have been taken to enhance the cemetery visibility and develop its cultural tourism potential: guided tours, books and other published material about the site and epigraphs. In addition, the event called "the Long Road to Merry Cemetery Festival" which introduces visitors to the folk culture of the village.



### ACTORS INVOLVED AND GOVERNANCE MODEL

The 'Long Road to the Merry Cemetery' festival has been organized by an "Inter-cultural Association Tradition" found by an Irish composer moved to Romania. The open-air museum is managed by public bodies.



### FINANCIAL RESOURCES

2020 festival was funded with EU funding under the Regional Operational Programme.



### LESSONS LEARNT

The action worked in a twofold way linking a heritage site to the larger folklore tradition in the area. People visit either for personal connections or by an interest in the local folklore and culture. The Long Road Festival connects all these purposes by offering thematic routes, music, gastronomic festivals etc. around the main place of the cemetery.

#### IMAGE

Author: Richard Mortel

Source: [https://www.flickr.com/photos/prof\\_richard/9606043097](https://www.flickr.com/photos/prof_richard/9606043097)



Italy, Levanzo Island



Regional

### HERITAGE TYPES



Underwater Heritage



Archeological Sites



Musuem

### CULTURAL TOURISM TYPES



Archeological Tourism



Musuem Tourism



### DESCRIPTION OF ACTION

This action aims to improve the sustainable development of an underwater cultural heritage (UCH) site, Cala Minnola Shipwreck, through innovative digital technologies. The divers' experience is enhanced through a virtual tour of the site. A virtual diving system has been developed to allow users an interactive virtual experience within the reconstructed 3D model of the Cala Minnola shipwreck site. An augmented diving system, which includes an underwater tablet and a hybrid system for acoustic localization and inertial navigation, guides and provides contextual information to the divers during the exploration of the underwater site. These digital technologies fit recommendations of UNESCO for UCH sites and the European Parliament for smart and sustainable growth of coastal and maritime tourism.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The action has been accomplished by a collaborative project funded by Italian Ministry of Education, University and Research (MIUR) and conducted by several re-

search centres and private firms. The Seabed Authority of Sicily and the University of Calabria has been a part of the project too.



### FINANCIAL RESOURCES

Funded by MIUR under the Virtual and Augmented Exploitation of Submerged Archaeological Sites Project.



### LESSONS LEARNT

The significant aspect of this action is that it is bringing digital innovations to UCH to develop sustainable tourism. The action is providing tourist facilities both for divers and non-diving tourists. The augmented diving system has helped enhance diver tourists' experience, as well as providing an insight to the tourists who chose to stay on land. Both systems provided historical, archaeological, and biological information employing interactive multimedia content.

IMAGE

Author: n/a

Source: Bruno, F. et al., 2019.



Croatia, Rijeka



City

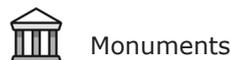
### HERITAGE TYPES



Industrial Heritage



Museum



Monuments

### CULTURAL TOURISM TYPES



Industrial Tourism



Museum Tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

The industrial port of Rijeka has been transformed into a regional hub for cultural, industrial heritage, and creative industries. The refurbishment is a good example of how adaptive reuse and tourist marketing can re-purpose a site. The action included initial renovations and transformations of existing industrial facilities for new functions. The Sugar Refinery has turned into the city museum, the Tobacco Refinery is now hosting the city library and spaces for children and youth. A warship "Galeb" has been transformed into a youth hostel. Many more spaces are being adapted to function as office spaces, and conference facilities. Moreover, exhibitions and other events are used to transform the existing industrial heritage into a unique cultural product, for both visitors and residents.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The actions have been managed by the City of Rijeka, with Rijeka Tourist Board and Centre for Industrial Heritage in the University of Rijeka as partners.

### FINANCIAL RESOURCES

Funded by the European Structural and Investment, Operational Programme Competitiveness and Cohesion

### LESSONS LEARNT

The action provided a good example of how co-operation between various bodies can establish a successful process with benefits for both residents and tourists. Some issues did arise during the development of the action that were especially related to regulations for restoration, coordination, lack of appropriate human resources, and unexpected costs of the restoration. This could be implicable to the large number of actors, which can sometimes make it hard to fully overview a process.

IMAGE

Author: Tanja Kanazir

Source: <https://www.flickr.com/photos/drugomore/50057235248/in/photostream/>



UK, Wales, Torfaen County



City

### HERITAGE TYPES



Industrial Heritage



Historic City Centre



Monuments

### CULTURAL TOURISM TYPES



Industrial Tourism



City Tourism



### DESCRIPTION OF ACTION

The Blaenavon Town Centre Conservation Area (BTCCA) was designated in the historic core of the town in 1984 and later inscribed as Industrial Landscape, World Heritage Site by UNESCO in 2000. The action aims to enable the public to recognise the benefits of living in a Conservation Area (CA) and their responsibilities for its future sustainable management and protection. A secondary aim is to inform the wider Planning Policy regime, through the identification of management and development proposals: the identification of properties suitable for local listing; a review of the CA boundary, with recommendations for changes; policies for maintenance, repair and a new construction; opportunities for enhancement; advice using design guidance, and the involvement of the community.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The action is an initiative of the Torfaen County Borough Council, which prepared the plan according to the Planning Policy Guidance of the Welsh Government. A Community Activity Plan is being prepared and a Partnership

Board, comprising representatives from the Council, business, community, and key stakeholders including Blaenavon Town Council has been established.



### FINANCIAL RESOURCES

Funded by the Torfaen County Borough Council, with the support of the Blaenavon Town Council.



### LESSONS LEARNT

The most vital lesson is to promote positive management of change and sustainable protection and enhancement of heritage, engaging the local community in managing the CA. Participatory plan are the key parts of the ongoing historic environment management for future generations. It is widely recognised that a well-protected and accessible historic environment can positively impact people and contribute towards quality of life and well-being.

#### IMAGE

Author: Neil Schofield

Source: [https://www.flickr.com/photos/neil\\_schofield/34619681072](https://www.flickr.com/photos/neil_schofield/34619681072)



Spain, El Bierzo



Regional

### HERITAGE TYPES



Industrial Heritage



Archeological Heritage



Natural Heritage and Protected Areas

### CULTURAL TOURISM TYPES



Industrial Tourism



Archeological Tourism



Eco-tourism



### DESCRIPTION OF ACTION

Las Médulas is a prominent example of Roman open-cast mining and became an internationally well-known reference for tourism enhancements in mining territories. The action aims to reuse Las Médulas gold mines for tourism via multiple planning and management tools and practices led by the public which were prompted since the end of the '90s as the site gained the status of UNESCO world heritage. The management practice led to several actions such as improving accessibility, new communication infrastructures, tourist information services, and generally enhancing the tourism offer. Specifically, Roman legacy's thematic routes and trails generated new tourism facilities in the network like visitor centres, info points, museums, and galleries.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The actions were financed by Junta de Castilla y León and implemented by Las Médulas Foundation. The governance model worked at three levels: at national one; at regional one, with the Government of Castilla y León

and Las Médulas Foundation; and, at local level, with non-profit cultural entity, business associations, private companies, and other local administrations and councils.



### FINANCIAL RESOURCES

Partially funded by regional government with support from EU funds.



### LESSONS LEARNT

The success of the action was mainly related to the multiple planning activities and policies supported by EU. However, increasing number of tourism activities, businesses, tourists, and management actors also caused a lack of coordination amongst institutions and local community, which created problems. The region addressed the problem trying to group municipalities and generating self-financed consortiums in the area.

#### IMAGE

Author: Karsten Wentink

Source: [https://commons.wikimedia.org/wiki/](https://commons.wikimedia.org/wiki/File:Las_M%C3%A9dulas_Roman_Gold_Mine_01.JPG)

File:Las\_M%C3%A9dulas\_Roman\_Gold\_Mine\_01.JPG



Italy, Campania, Naples



City

**HERITAGE TYPES**

Museum



Historic City Centre



Living Cultures



Art/crafts, Literature and Music

**CULTURAL TOURISM TYPES**

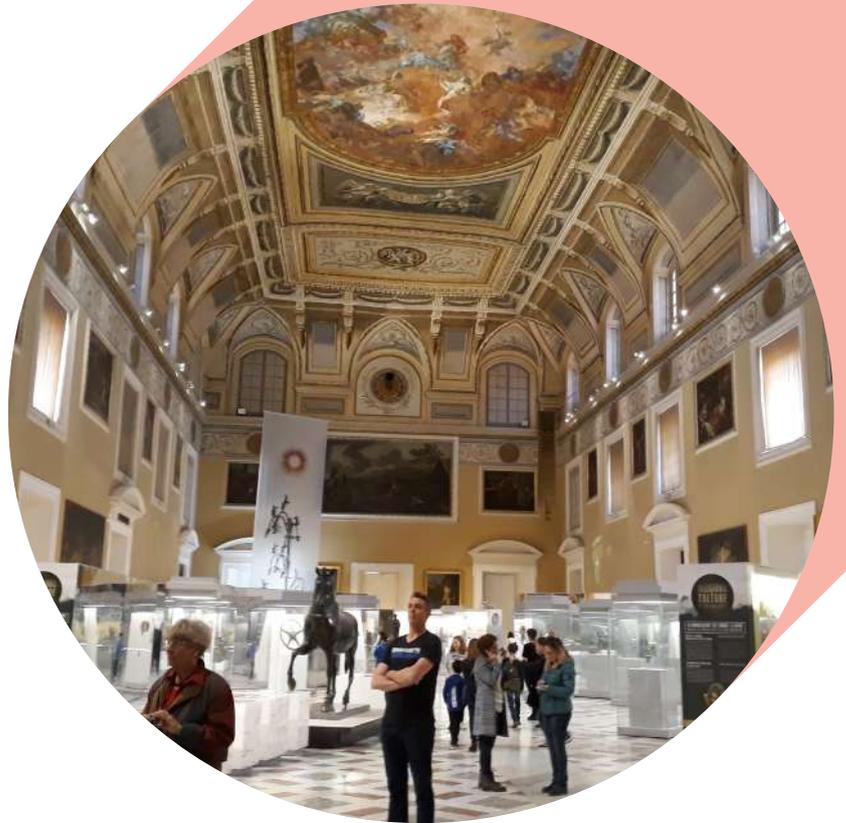
Museum Tourism



City Tourism



Cultural Events and Creative Tourism

**DESCRIPTION OF ACTION**

This action aims to launch a free mobile game about the Archaeological Museum of Naples called "Father and Son". This game allows players to learn about the city of Naples and its museum by interacting with events in history. The protagonists of the game are Michael and his archaeologist father, Frederic, and their time-travel from ancient Rome to today's Naples requires them to make choices that will lead to different evolutions of history. In this way, the player can explore the streets of Naples along the museum halls and interact with the different historical and present stories. The game uses 2D graphics with handmade drawings and original soundtrack, moreover, to unlock some of the game's features, such as new costumes and in-game locations, the players must physically visit the museum.

**ACTORS INVOLVED AND GOVERNANCE  
MODEL**

The game was launched by the Archaeological Museum of Naples (MANN) and produced and developed by the team of "TuoMuseo". The game was released for free on AppStore and GooglePlay. The game is the result of

the collaboration amongst the director of the museum, academic professors, and the multi-disciplinary and international application team "TuoMuseo".

**FINANCIAL RESOURCES**

Funded by the National Archaeological Museum of Naples (MANN).

**LESSONS LEARNT**

This videogame was the first launched by an archaeological museum. It developed a synergy between the museum and the creative industries, like gaming companies, helping to change the perception of museums from places of mere cultural consumption to places of cultural production. The game increased the visibility of the museum with more than 3 million downloads and attract physical visitors among the virtual players.

**IMAGE**

Author: Simon Burchell

Source: [//commons.wikimedia.org/wiki/File:Museo\\_Archeologico\\_Nazionale\\_di\\_Napoli\\_42.jpg](https://commons.wikimedia.org/wiki/File:Museo_Archeologico_Nazionale_di_Napoli_42.jpg)



Belgium, Province of Antwerp, Lier



City

**HERITAGE TYPES**

Museum



Historic City Centre



Movable Cultural Heritage



Living Cultures

**CULTURAL TOURISM TYPES**

Museum Tourism



City Tourism

**DESCRIPTION OF ACTION**

The city of Lier aimed at creating a New Museum merging two existing Dutch and Flemish fine-art museums and expanding its scope. The new museum would include stories and tangible heritage about the city as told by its residents. Specific themes were selected with a bottom-up approach and a database of objects and stories was developed. This process aimed at increasing the locals' awareness about their cultural identity creating permanent and temporary exhibition of its heritage as perceived by its community. Lier Municipal Museum keeps on calling the citizens (clubs, associations, neighborhoods, etc.) to help investigate their heritage: objects, stories, traditions. The outcomes of the process have a place in the museum to show the work in progress and changeover exhibitions continue to offer different perspectives on the city.

**ACTORS INVOLVED AND GOVERNANCE MODEL**

This action was engendered by the board of the existing city museums asking the citizens what the most characteristic aspects of the city of Lier were. They received more than 1,000 replies. Thus, a steering committee of

30 locals was selected to process those answers, to provide recommendations for the museum. The committee was formed by a selection of citizens who applied to an open call launched by the museum.

**FINANCIAL RESOURCES**

Funded by the city and, in a later phase, by the Flemish Government.

**LESSONS LEARNT**

This action showed how cultural identity is a sensitive topic that needs direct involvement of the community to be successful and how this can be fostered through a direct open call. In 2015 the city distributed postcards asking the question: "What are the typical features of Lier for you?" and received more than 1000 answers. Since then, the museum involves the community in a continuous bottom-up approach, stimulating people's commitment.

IMAGE

Author: FrDr

Source: [https://commons.wikimedia.org/wiki/](https://commons.wikimedia.org/wiki/File:Stadsmuseum_Lier_05.jpg)

File:Stadsmuseum\_Lier\_05.jpg



Greece, Lesvos



Regional

### HERITAGE TYPES



Museum



Living Heritage (Biodiversity)



Art/crafts, Literature and Music

### CULTURAL TOURISM TYPES



Museum Tourism



Eco-tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

This action aimed to organize a workshop on "Forest Art – Nature Art" underlining the characteristics of the forest of Lesvos UNESCO Global Geopark. The event addressed a wide audience (e.g., students, educators, environmentalists, and artists) to explore the links between nature, art, history, and local, sustainable development. Moving from theoretical lectures focusing on the diverse aspects of the relations between art and nature and introducing artists working on this topic and delving into how "forest art" can engage in climate change, participants were also invited to create art. A pedagogue from the International Forest Art Path organized a course on experimental activities using natural materials and combining the experiences of Forest Art, Nature Art, and Global Nomadic Art.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The action was organized by The Natural History Museum of the Lesvos Petrified Forest in collaboration with

Geo-Naturpark Bergstraße-Odenwald UNESCO Global Geopark and the International Forest Art Association – Verein für Internationale Waldkunst e.V., and led by the RURITAGE Project.



### FINANCIAL RESOURCES

Funded by RURITAGE: Heritage for Rural Regeneration Project



### LESSONS LEARNT

Beyond the experience of the participants, the action resulted in tangible artworks using natural materials such as pine needles, cones, leaves, branches, figs, and flowers. This action showed how we can get familiar with our natural heritage through art. It is a way to reconnect with the territory, both for locals and visitors.

IMAGE

Author: Tomisti

Source: [https://commons.wikimedia.org/wiki/File:Natural\\_History\\_Museum\\_of\\_the\\_Lesvos\\_Petrified\\_Forest\\_2.jpg](https://commons.wikimedia.org/wiki/File:Natural_History_Museum_of_the_Lesvos_Petrified_Forest_2.jpg)



Germany, Hesse, Bavaria and Baden-Württemberg



### HERITAGE TYPES



Art/crafts, Literature and Music



Living Cultures



Natural Heritage and Protected Areas

### CULTURAL TOURISM TYPES



Cultural Events and Creative Tourism



Eco-tourism



### DESCRIPTION OF ACTION

The Geo-Naturpark Bergstraße-Odenwald (Geo-N) offers a broad range of educational activities, tours, field trips, and use of heritage as a sustainable tool to enhance migrant's integration in the area. An enduring partnership with the International Forest Art Association has been developed through the art festivals. Migrants and residents got involved in land art and forest art: they regularly experience artistic workshops with international forest art experts and the International Forest Art Trail. The possibility of expressing creative skills and working together created an atmosphere of open communication beyond prejudices to find shared and common ground. Forest art as a medium enhanced the awareness of Cultural and Natural Heritage (CNH) and it connected people at a deeply emotional and philosophical level with their surrounding landscapes.



### ACTORS INVOLVED AND GOVERNANCE MODEL

The action plan was promoted by RURITAGE project. The International Forest Art Association, located in Darmstadt, was the main stakeholder and engaged with the artist network and the art caravan. There were

supplementary logistic facilities from the Geo-N budget, partners, and sponsors.



### FINANCIAL RESOURCES

Funded by RURITAGE: Heritage for Rural Regeneration Project



### LESSONS LEARNT

The action showed that it is possible to strengthen a sense of belonging and individual/community self-confidence by promoting cultural and natural heritage. Identifying the heritage resources and fostering a better understanding of the tangible and intangible values of CNH was helpful to recognize the shared value as a driver for local development. It was crucial to foster synergies and collaboration with local associations to increase the impact of the actions.

IMAGE

Author: René Schröder

Source: [https://commons.wikimedia.org/wiki/File:Wiki\\_DSC05826\\_Geo-Naturpark\\_Bergstra%C3%9Fe-Odenwald\\_Hohenstein.jpg](https://commons.wikimedia.org/wiki/File:Wiki_DSC05826_Geo-Naturpark_Bergstra%C3%9Fe-Odenwald_Hohenstein.jpg)



Italy, Puglia



Regional

### HERITAGE TYPES



Art/crafts, Literature and Music



Gastronomy



Living Cultures



Natural Heritage and Protected Areas

### CULTURAL TOURISM TYPES



Cultural Events and Creative Tourism



Culinary Tourism



Eco-tourism



### DESCRIPTION OF ACTION

This action, developed in the Italian region of Apulia, aims at attracting city tourists to the rural territory, introducing art and performances into fields. Stimulating local creativity and the appreciation of local food, the action enhances the attractiveness of the countryside creating new tourism destinations. Consequently, it fosters a new positive perception and identity of rural areas as it exposes young people, with agricultural and manual skills, to local food production and to different farming operations in unusual and entertaining ways. Many activities and art initiatives are organized by involving local performers and producers. An overarching communication strategy through social medias and digital tools strengthen the promotion of the territory.



### ACTORS INVOLVED AND GOVERNANCE MODEL

The action plan was promoted by the RURITAGE project through two coordination hubs: one linked to the food management and governance company D.A.Re. in Foggia; the other, Vazapp', is a group that aims to create networking amongst young people within the agriculture

sector. Thus, researchers, smaller businesses, stakeholders of the agri-food sector, local food producers and art performers are well involved and active.



### FINANCIAL RESOURCES

Funded by RURITAGE: Heritage for Rural Regeneration Project



### LESSONS LEARNT

This action showed that art, food, and territory can be combined with natural and cultural heritage by following innovative policies for a sustainable development. Local production systems have increased, attracting a high number of international industrial companies and tourists. Creating food cluster and using technological tools helped to meet the demands of the visitors and make food experiences in a more accessible, innovative, and flexible way.

#### IMAGE

Author: Irene Grassi

Source: [https://www.flickr.com/photos/sun\\_sand\\_sea/29390570896/](https://www.flickr.com/photos/sun_sand_sea/29390570896/)



Uganda, Bigodi



Village

### HERITAGE TYPES



Living Heritage (Biodiversity)



Living Cultures



Natural Heritage and Protected Areas

### CULTURAL TOURISM TYPES



Village Tourism



Cultural Events and Creative Tourism



Eco-tourism



### DESCRIPTION OF ACTION

Bigodi is a village on the edge of Kibale National Park. Most significant attraction of the area is a forested wetland, Magombe Swamp, where tourists can view primates and tropical birds. Local interpreters guide visitors through the swamp on boardwalks and trails, and, passing across the village tourists can observe the village life and local culture. Adapting to the new possibilities brought by tourists, a hostel was opened by a resident; several women are selling handcrafts; agricultural trade enhanced; and residents have generally improved their incomes. The tourism development is managed by non-profit association Kibale Association for Rural and Economic Development (KAFRED). KAFRED built a secondary school with tourism revenues. Two challenges might affect this process, according to locals: inflation and crop raiding by wild animals.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The initiator was a US Peace Corps Volunteer. He convinced six locals to form a cooperative: KAFRED to manage a small portion of the swamp for tourism. In 2003, KAFRED grew to 42 local members with equal vote

in decision making. Each village resident can participate to an annual meeting. The local community is well involved, benefits from tourism and the decision makers are embedded in local networks.



### FINANCIAL RESOURCES

Initially, investments from members of KAFRED. From 2003, visitors pay to visit the swamp.



### LESSONS LEARNT

It was essential to have tourism infrastructures owned and managed at a local level. The cooperative encouraged local participation and served the wider community, having a broader interest than a single investor. Encouraging cooperatives; using of local materials and design; targeting tourists eager to adapt to local conditions; fostering local decision making; and integrating tourism with agriculture are positive strategies.

IMAGE

Author: n/a

Source: [https://upload.wikimedia.org/wikipedia/commons/e/e7/Papyrus\\_%28Cyperus\\_papyrus%29\\_%287079214073%29.jpg](https://upload.wikimedia.org/wikipedia/commons/e/e7/Papyrus_%28Cyperus_papyrus%29_%287079214073%29.jpg)



Germany, Glaisin, Schlieben, Kläden,  
Lawald, Brunnhartshausen



Village

### HERITAGE TYPES



Historic City Centre



Gastronomy



Museum



Art/crafts, Literature and Music



Natural Heritage and Protected Areas

### CULTURAL TOURISM TYPES



Village Tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

The action aims to develop exemplary tourism actions in rural areas to achieve economic and social development and regeneration in villages not accustomed to tourism. The five villages chosen for this project have few tourism attractions: half-timbered not plastered houses, small village centres, typical spruce forests, and wine cellars. However, the villages succeeded in establishing cultural and leisure activities such as historical bakeries, nature trails, museums of local history, and outdoor markets of local importance. The new tourism infrastructure also offers some cultural events like exhibitions, concerts, readings, and theatre events to local citizens and potential guests. Although this action might have limited economic benefits, it has helped to change people's minds on social innovations thanks to a participatory approach.



### ACTORS INVOLVED AND GOVERNANCE MODEL

The German Ministry of Food, Agriculture and Forestry, promoted this project titled "Income maintenance through village tourism". The local actors are involved and advised on how to create a new tourism strategy

to promote their territories and how to apply for fundings. Tourism infrastructure is maintained by subsidies like LEADER, a bottom-up oriented funding scheme for collaboration of different stakeholders.



### FINANCIAL RESOURCES

Funded first by the national government, then by self-contained funding programs



### LESSONS LEARNT

Local communities promoted initiatives, such as an association or seasonally operated tourism bureau. They built on cultural identity activities rather than on little existing touristic attractions. The action prompted the village development through the renovation of deteriorated historical centres, the introduction of a binding regulation on construction and maintenance of protect traditional architecture, and by promoting local identity.

IMAGE

Author: Ghostwriter123

Source: <https://commons.wikimedia.org/wiki/File:Kirche-Klaeden.jpg>



Indonesia, Yogyakarta,  
Nglanggeran Village



Village

### HERITAGE TYPES



Living Cultures



Natural Heritage and Protected Areas



Art/crafts, Literature and Music



Gastronomy

### CULTURAL TOURISM TYPES



Village Tourism



Eco-tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

Nglanggeran is a village in the Yogyakarta Province developed since 1999 on Community-based Tourism (CBT) approaches. In the CBT concept the host community is very well involved in planning and management of its resources. CBT practices helped enhance local economy and increase environmental sustainability awareness for both locals and visitors. The practices supported the creation of community identity to achieve common objectives. A local community tourism organisation created some groups responsible for the management of some specific tourism development tasks based on their abilities and competency to facilitate the tourism actions. Furthermore, besides the area's natural attractions, the community resurrected their ancient arts and culture performances as tourism attractions.



### ACTORS INVOLVED AND GOVERNANCE MODEL

The Indonesian central government launched a strategic plan to develop sustainable tourism by promoting CBT practices. It had a bottom-up planning approach where local community had the decision-making power. The Nglanggeran village has a tourism organization, that su-

pervises the activities of the local groups. Other stakeholders such as government and academia cooperate with these practices.



### FINANCIAL RESOURCES

Funded by central government at first, then by the local community with CBT practices.



### LESSONS LEARNT

CBT practices boosted local community by providing various employment opportunities. Moreover, cultural heritage has been enhanced, and environmental conservation increased thanks to mutual interactions between hosts and guests. At the same time, this strategy caused indirectly marginalization of some individuals who have less social and cultural capital. Local government should give equal basic training for each local to be included in the local tourism development.

IMAGE

Author: Jorge Franganillo

Source: <https://www.flickr.com/photos/franganillo/49796734666>



Greece, Lesvos



Regional

### HERITAGE TYPES



Gastronomy



Art/crafts, Literature and Music



Living Cultures

### CULTURAL TOURISM TYPES



Culinary Tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

The action aims to promote alternative forms of tourism through supporting local food professionals beyond the rich traditional Lesvos natural and cultural heritage. The Natural History Museum of the Lesvos Petrified Forest collaborates with local authorities to support local women's cooperatives by displaying and promoting their traditional food products and organizing events to promote local gastronomy. The activities foster the adoptions of stands in the Rural Heritage Hub in Sigrí, with local products from various women's cooperatives initiating a network of partners, setting a calendar with various gastronomic events, co-designing the type and structure of these events, and clarifying the role of each cooperative.

### ACTORS INVOLVED AND GOVERNANCE MODEL

This action was promoted by RURITAGE project, with the help of local authorities, such as the North Aegean Administrative Region and the Municipality of Western Lesvos. Furthermore, two regional tourism associations

of Lesvos are involved: the Molyvos Tourism Association and the Eressos Development and Promotion Association.



### FINANCIAL RESOURCES

Funded by Natural History Museum of the Lesvos Petrified Forest annual budget.



### LESSONS LEARNT

This action established beneficial partnerships with local women's cooperatives. It organised the opening event with all the cooperatives, a festival to promote products and launch events that would take place. It has been vital to set a communication plan with social media campaign, media interviews, publicity material, and displaying information on the websites of the Natural History Museum and the Lesvos Island UNESCO Global Geopark.

#### IMAGE

Author: Geoff Peters

Source: <https://www.flickr.com/photos/gpeters/3397293075/>



Spain, Province of Caceres,  
Trujillo



Village

### HERITAGE TYPES



Gastronomy



Living Cultures



Historic City Centre



Monuments

### CULTURAL TOURISM TYPES



Culinary Tourism



Village Tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

Trujillo is an important touristic village, famous for its monuments, medieval city, natural environment, and cuisine where cheeses stand out and are celebrated every year in the National Cheese Fair. This event is one of the well-known international cheese dates of the whole sector for the promotion, tasting, and purchase of the best national and international artisan cheeses. The village is a sustainable destination also for its nature and cultural tourism. The festival offers cheese stalls to buy and taste cheese and workshops and talks to learn more on traditional cheesemaking methods. Many cultural activities, live music, and traditional dances happen in the village during the fair. Trujillo has also historical and architectural relevant buildings, shaded courtyards, unique plazas and old mansions.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The initiator is the local government. The municipal council, annually, establishes an executive committee, involving various bodies: the Ministry of Economy, Competitiveness and Innovation, the Ministry of Health, the provincial councils of Badajoz and C aceres and the cham-

ber of commerce of C aceres. Also, the D.O.P. Regulatory Council and Extremadura Cheese Producers' Association take part in the organization of the festival. During the event, there are many stands of local cheesemakers.



### FINANCIAL RESOURCES

Funded by sponsors, as the financial institute Cajalmendralejo. The visitors must pay a ticket to visit stands.



### LESSONS LEARNT

Festivals linked to local products are opportunity for tourists to enjoy the cultural specificity while generating economic benefits. It is significant to create a coherent marketing strategy between the sustainable destination and gastronomic festivals. This should be based on communication of the value provided by quality products and connecting intangible heritage, such as recipes and local culinary traditions, with the festival's activities.

IMAGE

Author: *El primero paso blog*

Source: <https://www.flickr.com/photos/elprimerpaso/8719161943/>



Italy, Campania, Sant'Antonio Abate, Terzigno and Angri



City

### HERITAGE TYPES



Gastronomy



Living Cultures



Historic City Centre

### CULTURAL TOURISM TYPES



Culinary Tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

The action involves three small food and beverage festivals held in the Campania region between July and September. The first is the Sant'Antonio Abate "Oro Rosso", focused on various ways of eating and cooking tomatoes: visitors can taste traditional tomato-based dishes, rediscover colors and scents, and watch authentic preparations of foods or learning to peel tomatoes traditionally. The second and third are the Terzigno beer festival and Okdoriafest in Angri. These festivals are local beverage events targeting the tasting of local craft beers. Selections of beers are proposed, and local foods are available on the streets of the two villages. Their duration is generally from 3 to 7 days, and they do not count on significant investments in capital or communication.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The initiators are municipalities and country authorities and non-profit organizations, with support from the public sector. The local community is very well involved: these festivals are niche events, focused on neighbor-

hoods and minority communities and often staffed by volunteers, involved in various activities, such as cooking and serving food and setting up tents and other facilities.



### FINANCIAL RESOURCES

Funded by local government.



### LESSONS LEARNT

A successful culinary festival depends on three factors: food and beverage quality, staff's appropriate capacity, and adequacy of information and service communications. Managers ensured the provision of high-quality food and the availability of courteous and well-informed staff. It was fruitful to disseminate pamphlets with information about the festival and to have clear wayfinding system to food, beverage, and ticketing areas.

### IMAGE

Author: Marco D'Antonio

Source: [https://commons.wikimedia.org/wiki/File:Borgo\\_Sant%27Anonio\\_Abate\\_foto\\_di\\_Marco\\_D%27Antonio.jpg](https://commons.wikimedia.org/wiki/File:Borgo_Sant%27Anonio_Abate_foto_di_Marco_D%27Antonio.jpg)



Sweden, Finland and Norway



National,  
cross-border

**HERITAGE TYPES**



Natural Heritage and Protected Areas



Living Cultures



Monuments

**CULTURAL TOURISM TYPES**



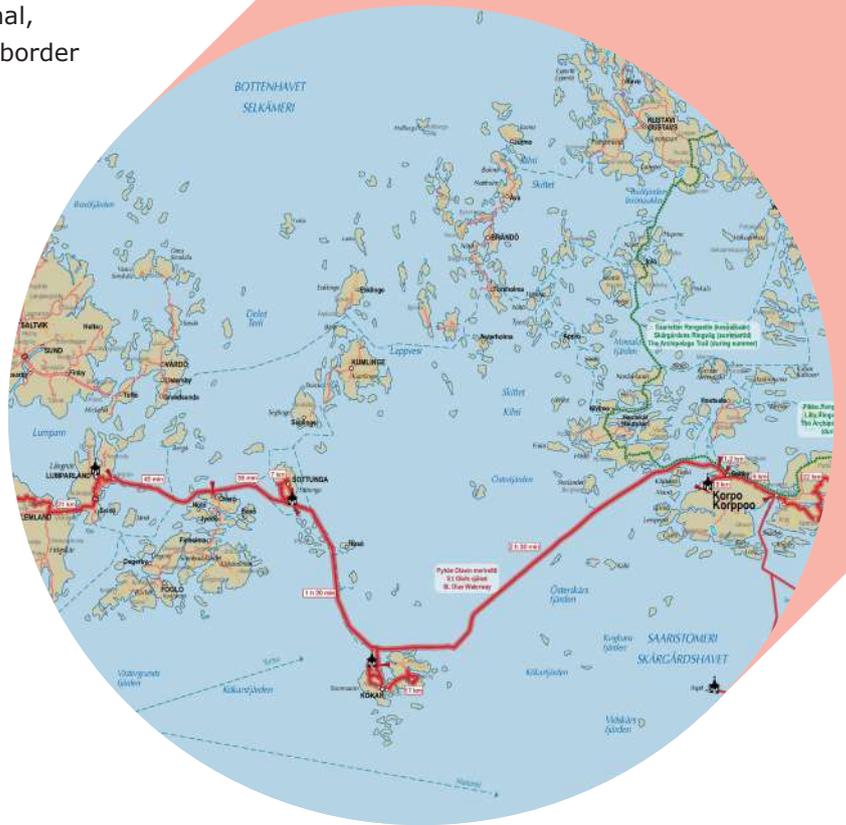
Pilgrimage Tourism



Hiking Tourism



Village Tourism



**DESCRIPTION OF ACTION**

St Olav Waterway is the first Finnish pilgrimage route in the network of St Olav Ways throughout Sweden, Finland and Norway, passing through the UNESCO Archipelago Sea Area Biosphere Reserve. It's a registered Cultural Route of the Council of Europe. It functions mainly as a maritime route and travellers can complement hiking by sailing or kayaking parts of the route; they can also use free ferry crossings or explore the path on foot or by bike to have opportunities to experience the sea and archipelago life. This action aims to organize virtual pilgrimage routes. During Covid-19 pandemics, pilgrims could record their daily walking distance online along the St Olav Waterway route on an app and add videos of the experience. Organisers arranged a daily live stream for a month, inviting participants of all abilities to virtually join the pilgrimage.

**ACTORS INVOLVED AND GOVERNANCE MODEL**

This action was promoted by RURITAGE project. The involvement of both entrepreneurs and local communities has been essential to support the services for travelers along the route.

**FINANCIAL RESOURCES**

Funded by RURITAGE: Heritage for Rural Regeneration Project

**LESSONS LEARNT**

The action promoted good practices and knowledge to find sustainable solutions in the long-term. Digital maps containing links to book accommodations, bus and ferry timetables can be downloaded on a smartphone or printed. There are also accessible multiple-day routes and the possibility to make a virtual pilgrimage. Most of the trail between Turku and Kökar is now available on Google Street View, and it is possible to count steps and follow progress.

IMAGE

Author: n/a

Source: <https://stolavwaterway.com/en/maps/>



Austria and Slovenia, Koroška region and Völkermarkt/Velikovec region



National, cross-border

**HERITAGE TYPES**



Monuments



Natural Heritage and Protected Areas



Gastronomy



Art/crafts, Literature and Music



Living Cultures

**CULTURAL TOURISM TYPES**



Pilgrimage Tourism



Cultural Events and Creative Tourism



Culinary Tourism



**DESCRIPTION OF ACTION**

The Karavanke UNESCO Global Geopark is a cross-border geopark, with a rich cultural and natural heritage. This action aims to make the area more accessible for tourists/pilgrims and locals by gathering and collecting all the information about the events from the municipalities in the cross-border region into one single digital platform. It promotes and uses digital solutions to present pilgrimage routes and the entire Geopark and inform users about events, accommodation possibilities, touristic attractions, restaurants, etc. A first draft of mobile application was created along with promotion on social media and web pages. The digital solution will also be helpful for local inhabitants to get informed about the events in the area and consequently engender contents.



**ACTORS INVOLVED AND GOVERNANCE MODEL**

This action was promoted by RURITAGE project. The main responsible stakeholders are the agency Tourism Region Klopeinersee-Südkärnten and the Development agency for Korošk, which supports the data collection about events, touristic offers, accommodation providers,

and restaurants. Municipalities, local inhabitants, Small Medium Entreprises and all the cultural active groups are involved in the support of the action.



**FINANCIAL RESOURCES**

Funded by RURITAGE: Heritage for Rural Regeneration Project



**LESSONS LEARNT**

This action showed how to apply IT technologies for natural and cultural heritage promotion and safeguarding, ensuring fruition, including transport and on-line information, to all ages and abilities. The creation of a 'tourist pack' was useful to facilitate the launch of new touristic destinations. In this way, local offers and products, such as food and restaurants and all the various tourist sites became more visible and accessible.

*IMAGE*

*Author: Naturpuur*

*Source: [https://commons.wikimedia.org/wiki/File:Geopark\\_Karawanken,\\_S%C3%BCdk%C3%A4rnten.jpg](https://commons.wikimedia.org/wiki/File:Geopark_Karawanken,_S%C3%BCdk%C3%A4rnten.jpg)*



Romania, Via Mariae Route



Regional

### HERITAGE TYPES



Living Cultures



Museum

### CULTURAL TOURISM TYPES



Pilgrimage Tourism



Museum Tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

This action aimed to organize a summer artistic camp on the Via Mariae route. This route to the Franciscan Monastery and the Church in Șumuleu Ciuc is one of the most important pilgrimage routes in Central and Eastern Europe. It passes over Austria, Hungary, Romania, Slovakia, Poland, Croatia and Bosnia. By welcoming all types of visitors and offering diverse experiences, the route aims to bridge religions and people connecting East and West, North and South. During the summer camp, artists learnt and experienced the century-old charcoal production activity along the routes of Via Mariae, and they created contemporary artworks using such coal. This action was promoted in the context of the region's rural enhancement plan, which encouraged the creation of an inventory of several relevant crafts and traditional activities and to employ them as touristic offers for pilgrims to revitalize local heritage.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The development of the action was led by Harghita Council, the RURITAGE's partner, in collaboration with artists

from Bucharest, Cluj Napoca, and Harghita County; Far-kaslaka Mayor's Office; Harghita County Cultural Centre; Harghita County Centre for Conservation and Promotion of Traditional Culture; and Pro Educatione, a network for adult education. T



### FINANCIAL RESOURCES

Funded by RURITAGE: Heritage for Rural Regeneration Project.



### LESSONS LEARNT

This action contributed with the artistic camp to preserve and revitalize a traditional charcoal production craft that was at risk of disappearing. The action showed that engaging arts and creativity with local craft could boost interest in traditional activities and in pilgrimage routes, engaging more people while enhancing the economic and cultural value of the region.

IMAGE

Author: Vilseskogen

Source: <https://flic.kr/p/6E1Ptn>



Ireland, County Mayo



Regional

### HERITAGE TYPES



Natural Heritage and Protected Areas



Gastronomy



Art/crafts, Literature and Music

### CULTURAL TOURISM TYPES



Eco-tourism



Hiking Tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

With its 42 km the Great Western Greenway is the longest off-road cycling and walking trail in Ireland. The infrastructure provides several opportunities: there are many new trails alongside the greenway, such as the "Gourmet Greenway" and the "Artists on the Greenway". The visitors can view local culinary artisans, artists, and their artworks; they can also rent a bike and have cycling or walking guided tours. There are many hospitality services, like food and drink, local shops, accommodations and transports. Most users of the Greenway are cyclists, but it's popular also for families. This attraction has its own dedicated website, which includes trail maps, information on things to see and do, accommodation, bike rental and tours and an app with high-quality content, maps and product listings, to give plenty of information to tourists.



### ACTORS INVOLVED AND GOVERNANCE MODEL

The action is an initiative of the Irish government. The greenway was only made possible by the agreement of local landowners who granted access to users to pass through their lands. Mayo County Council secured access

by taking leadership for the route in obtaining Permissive Access Agreements. For this type of infrastructure, it is essential to increase the collaboration between locals and institutions.



### FINANCIAL RESOURCES

Funded by Irish government-Fáilte Ireland, Dept. of Transport, Dept. of Rural Affairs.



### LESSONS LEARNT

This action showed that a high-quality infrastructure improves tourism and benefits the local community by increasing revenue and jobs, creating new business, and attracting new visitors by catching media coverage. The success depended on the capacity to secure fundings and landowners' permission to create the route. It's crucial to create experiences and packages for visitors, encourage local and private initiatives, guarantee pride of the place, and strengthen the sense of community.

IMAGE

Author: Travel and Shoot

Source: <https://www.flickr.com/photos/randydurum/7743096412/>



Bulgaria, Kalofer and Gorno  
Draglishte



Village

### HERITAGE TYPES



Natural Heritage and Protected Areas



Living Cultures



Art/crafts, Literature and Music



Monuments

### CULTURAL TOURISM TYPES



Eco-tourism



Cultural Events and Creative Tourism



Village Tourism



### DESCRIPTION OF ACTION

The family-owned tourism company Odysseia-In created a tourist package on two small villages in Bulgaria, Kalofer and Gorno Draglishte. Odysseia-In is a travel company providing walking, skiing, adventure tours and cultural and village life experiences in this remote area. Kalofer is a small destination, in the Central Balkan National Park. Its tourism activities and infrastructures are based on the attractions of the National Park and its cultural heritage includes local traditions, folklore, history, and its traditional architecture. Gorno Draglishte is a rural village in the Valley of Razlog. It's slowly emerging as a small tourism destination based on its guesthouses, authentic local farming culture, and proximity to Rila National Park, the Bansko ski resort, and the famous Church of Saint Theodore Tyron.



### ACTORS INVOLVED AND GOVERNANCE MODEL

The initiator is Odysseia-In, a family-owned Bulgarian tourism company that provides hiking, skiing, adventure tours, and village life experiences. Business decisions are made by the founding owners based on both

commercial considerations and personal motivations and commitment towards nature conservation and local communities' support. The itineraries were designed in partnership with PAN Parks Foundation.



### FINANCIAL RESOURCES

Funded by the travel company Odysseia-In.



### LESSONS LEARNT

A small travel agency, with local staff of 16 people, promoted a sustainable tourism practice with direct social impacts. Using participatory workshops with staff and locals, walks along typical routes, and interviews with locals and visitors, it gathered data on local tourism assets and services. It focused on the necessity to identify under-utilized local products, attractions, and itineraries to improve visitor experiences and increase local economy.

IMAGE

Author: Ali Eminov

Source: <https://www.flickr.com/photos/aliarda/12016016343>



Spain, Cáceres



Regional

### HERITAGE TYPES



Natural Heritage and Protected Areas



Living Heritage (Biodiversity)



Geological Heritage



Gastronomy

### CULTURAL TOURISM TYPES



Eco-tourism



Museum Tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

This action's goal is creating geo-educational projects within the Villuercas UNESCO Global Geopark. Teaching materials and educational activities aim at formally teaching both primary, secondary, and tertiary students and to informally educate local community and visitors. Edu-sites, scientific-educational routes, interpretation centres, museums, and a visitor centre have been designed around the educational activities on the ground. The activities address two main paths: nature and human interventions in the geopark. This encompasses general geopark features, landscape, geography, and geology to focus specifically on rocks, minerals, reliefs, and fossils. The latter, human intervention, addresses topics such as mining, land uses, and issues around conservation and sustainability.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The project encompasses various stakeholders: social, educational, and public actors; local authorities; the Provincial Council; the Regional Government; and the Junta of Extremadura. The coordination of the actors aims to define viable and educational strategy for schools and

society at large, while achieving sustainable tourism in the geopark.



### FINANCIAL RESOURCES

The UNESCO Global Geopark Villuercas has been developing and fund the educational project.



### LESSONS LEARNT

By developing a twin approach of education and tourism, the geopark created economic benefits. The educational activities included instructions to the local community about the geopark. As a means of this knowledge transfer, the local community has been informed about the environmental features of the area and sustainable development. This led to the community becoming a conscious part of the management plan processes and providing more informed services to the tourists in the geopark.

#### IMAGE

Author: Gamal Trinidad Kabil

Source: [https://commons.m.wikimedia.org/wiki/](https://commons.m.wikimedia.org/wiki/File:Panoramic_Picture_from_Caba%C3%B1as_Castle,_SW_view,_Extremadura,_Spain.jpg)

File:Panoramic\_Picture\_from\_Caba%C3%B1as\_Castle,\_SW\_view,\_Extremadura,\_Spain.jpg



Italy, Marche  
Appignano del Tronto



Village

### HERITAGE TYPES



Natural Heritage and Protected Areas



Gastronomy



Monuments

### CULTURAL TOURISM TYPES



Hiking Tourism



Culinary Tourism



Pilgrimage Tourism



### DESCRIPTION OF ACTION

This action aims to offer a new sensory trip alternating natural paths, visits to sacred and significant cultural places, and meetings with producers of local food and products, like cheese, honey, olive oil, wine, saffron, and beef. The objective is to promote natural heritage, improve new tourism services, and the local business for sustainable production. The path is equipped with QR-codes giving tourists the description of each attraction for a digital hiking tour, while the routes are also furnished with information signs and explanation panels. An app and other digital tools with interactive content about geography, sciences, history, and the map of places of interest, including local producers are under development. The routes can be integrated with new green paths and new tourism services, such as bars, restaurants, hostels.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The action plan was promoted by RURITAGE project. The regional government is involved in the general plan to foster the rural development of the area and its touristic appeal. This action also involves the Municipality

of Castignano and many stakeholders especially food producers, agricultural companies, wine cellars and local cultural associations, through a participatory process to organize festivals and events.



### FINANCIAL RESOURCES

Funded by RURITAGE: Heritage for Rural Regeneration Project



### LESSONS LEARNT

This action uses innovative approaches to promote sustainable tourism. It applies IT technologies and digital tools like apps, QR-codes and interactive maps to enrich cultural and natural heritage usage. It also uses online information to make places more accessible to all ages and abilities. On site, the action improves mobility with signages and panels to help tourists. This action is a part of a larger strategy to develop tourist packs in the area.

IMAGE

Author: Zubzab

Source: [https://commons.wikimedia.org/wiki/File:Monte\\_Ascensione\\_e\\_i\\_suoi\\_calanchi.jpg](https://commons.wikimedia.org/wiki/File:Monte_Ascensione_e_i_suoi_calanchi.jpg)



Greece, Creete



Regional

### HERITAGE TYPES



Natural Heritage and Protected Areas



Geological Heritage



Living Cultures

### CULTURAL TOURISM TYPES



Hiking Tourism



Pilgrimage Tourism



Eco-tourism



### DESCRIPTION OF ACTION

Psiloritis is a UNESCO Global Geopark, located in the central part of Crete. The area offers a unique natural and cultural heritage: a superb geodiversity, with a great variety of volcanos and different geological ages; small rural towns; and sustainable local food production. The Geopark promotes a new digital visiting, to allow touring the Geopark from a distance, for locals and non-locals, directly from their home. The digital visitor can go on virtual tours along trails and discover the most hidden aspects of the geopark, through a 360° panorama view. Local food and craft producers have gained promotion through this initiative as they have created, through networking, a local quality label to distinguish products and services from the area.



### ACTORS INVOLVED AND GOVERNANCE MODEL

This action was promoted by RURITAGE project.



### FINANCIAL RESOURCES

Funded by RURITAGE: Heritage for Rural Regeneration Project



### LESSONS LEARNT

The action was beneficial to develop a strategy for the digital promotion of the geopark. An interactive online map was created to present the natural and cultural features of the park with local products and activities. The online tools included a storytelling map, that offers stories and information through videos and traditional songs. Moreover, promotional materials for social media have been created. Creativity and multiple approaches to engage visitors, helped the community maintain and foster its accessibility.

IMAGE

Author: Unukorno

Source: [https://commons.wikimedia.org/wiki/File:Crete\\_View\\_onto\\_Psiloritis\\_01.jpg](https://commons.wikimedia.org/wiki/File:Crete_View_onto_Psiloritis_01.jpg)



Iceland, Central-South region,  
Katla Geopark



Regional

### HERITAGE TYPES



Natural Heritage and Protected Areas



Geological Heritage



Living Cultures

### CULTURAL TOURISM TYPES



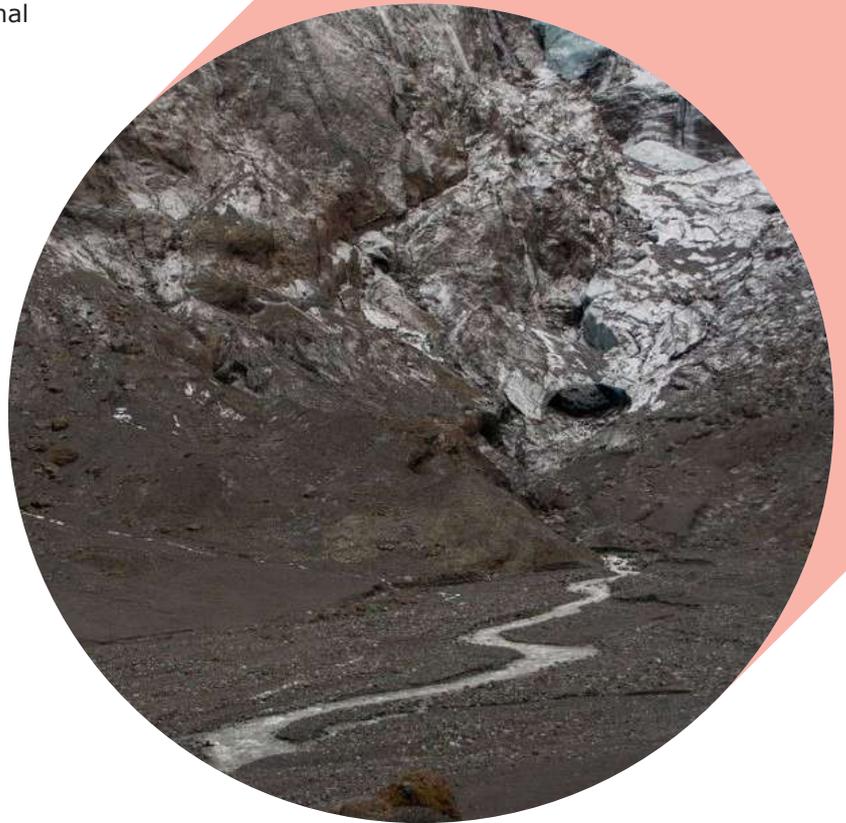
Hiking Tourism



Pilgrimage Tourism



Eco-tourism



### DESCRIPTION OF ACTION

Katla is a UNESCO Global Geopark with ice-capped active volcanoes, tuff mountains, and black beaches. Local geological heritage is at high risk due to natural hazards. Priority of the action was to protect the environment and promote sustainable development, enhancing local culture and placing the emphasis on nature tourism. The action gathered information about old travel paths between farms, sheep herding routes on the highlands, water wells, and so on. The aim was to collect information, stories, and locations from local population and map the routes. Ultimately, the information led to map of lesser known-heritage sites connected to traditional travel paths, new hiking paths, and new themed trails in the Geopark. While aiming at preserving the knowledge and cultural heritage of the paths, the action triggered new recreational activities.



### ACTORS INVOLVED AND GOVERNANCE MODEL

Action promoted by RURITAGE project and the Katla UNESCO Global Geopark, which established networks with municipalities and governmental agencies to provide guidance and assistance to local population and tour-

ists. Many stakeholders were involved: Cultural Heritage Agency for guidance; Skogasafn Museum for info gathering; Katla Centre to create treasure hunts for kids; and Katla Geopark to make maps and new hiking paths.



### FINANCIAL RESOURCES

Funded partly by Geopark's and stakeholders' resources, grant applications within RURITAGE.



### LESSONS LEARNT

The action showed how heritage could help to increase awareness of natural hazards. Through traditional storytelling, the information about old travel paths was collected and digitalized: routes were mapped using GPS and/or ArcGIS, and a database for all locations and stories was created. This action was exemplary for researching and preserving old travel paths and promoting sustainable nature tourism based on local knowledge and practices.

IMAGE

Author: Happyskrappy

Source: <https://www.flickr.com/photos/happyskrappy/49006899273>



Belgium, Charleroi



City

### HERITAGE TYPES



Industrial Heritage



Art/crafts, Literature and Music

### CULTURAL TOURISM TYPES



City Tourism



Industrial Tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

Charleroi is a Belgian city with an industrial history of steel industry and coal mines. The action deals with the challenging reconversion of the industrial heritage of La Providence into a cultural hub named Rockerill dedicated to popular, social, and alternative culture: music, graphic and digital art, theatre, etc. The action aimed at the preservation of one of the iconic industrial heritages of Charleroi by refunctioning the site embracing the creative and cultural sector. This provided job opportunities and incomes for cultural and creative segments of the city. It grew organically at local, regional, and national levels, making the city attractive for international visitors.

### ACTORS INVOLVED AND GOVERNANCE MODEL

The initiative was started by a collective of artists and it was later supported and partially subsidized by the regional organization Fédération Wallonie-Bruxelles and the City of Charleroi. It started as an art collective, a small group of art-passionate who needed a space to expose their art and organize small cultural events and

it has now turned into a place for rock, techno, and pop, attracting people from all over Europe.



### FINANCIAL RESOURCES

Funded by the Fédération Wallonie-Bruxelles and the City of Charleroi. Now, the financial resources come mainly from their operations



### LESSONS LEARNT

The action showed how preserving industrial heritage that would otherwise disappear can promote a socio-cultural revival of a disadvantaged part of a city and contribute to a new and dynamic image for locals and tourists. Rockerill can be a useful example to create direct employments and indirect jobs for cultural and creative sectors. It combines the historical heritage with contemporary forms of artistic expression, attracting visitors from all over Europe.

#### IMAGE

Author: PhilippeCPhoto

Source: <https://www.flickr.com/photos/philippephotos/14359492867>



Cyprus, Pafos



City

### HERITAGE TYPES



Historic City Centre



Living Cultures



Art/crafts, Literature and Music

### CULTURAL TOURISM TYPES



City Tourism



Museum Tourism



Cultural Events and Creative Tourism



### DESCRIPTION OF ACTION

The action implemented the innovative "Open Air factory" concept within the 2017 EU Capital of Culture (ECoC) City Pafos to attract cultural tourists while transforming an entire district into a big stage. The idea of openness ascribed to both the physical open stage of the city and the idea of tolerance, encouragement and inclusion of diverse cultures promoted by the different activities such as: an Opening Ceremony in front of Pafos Municipality with local and foreign artists, a dance performance in front of a castle, an event telling the stories of old and new travellers based on technology, music, and performing arts, film screenings located on the beach.

### ACTORS INVOLVED AND GOVERNANCE MODEL

Stakeholders involved: 4 Municipalities of Pafos, Chamber of Commerce and Industry, the Regional Board of Tourism, Hotels Association, the Union of Communities, Community Involvement, Groups of Volunteers, Local schools and businesses.



### FINANCIAL RESOURCES

Partly funded by EU CHRISTA project and Pafos 2017 European Capital of Culture.



### LESSONS LEARNT

This action aimed to increase the visibility of Pafos through a series of events centred around the innovative "open-air factory" concept, hosting more than 332 open air events 2017. Thanks to this approach international tourism increased, and locals had many new employment opportunities. Some problems arose such as how to ensure local ownership and authenticity and timing for the organization of venues and events.

IMAGE

Author: n/a

Source: <https://www.maxpixel.net/Paphos-Building-Architecture-Cyprus-Port-Authority-4437778>